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| Purpose | Describe activities used by the State WIC Office for soliciting and reviewing client input and utilizing it in program planning and evaluation. |
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| Collection Methods | <p>The State WIC office uses a variety of methods to collect client input. Methods used include:</p> <p><i>WIC Participant Survey</i>, conducted to evaluate the effectiveness of nutrition education, satisfaction with vendors and clinics, and evaluate customer service.</p> <p><i>Client Interviews</i> as part of the local agency management evaluations and other clinic visits to provide technical assistance.</p> <p><i>Surveys, Interviews, and focus groups</i> completed for specific planning projects, such as WIC food authorization, development of education materials or programs, and developing performance measures and program goals.</p> <p><i>Comment Cards</i> made available at WIC sites that can be completed and returned postage paid by WIC clients.</p> <p><i>Letters and Phone Calls</i> from clients.</p> <p><i>Complaints and Requests for Fair Hearings</i> received directly from clients or which have been forwarded by local agencies. These include civil rights complaints.</p> |
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| Use of Input | <p>The state WIC agency routinely collects client input for the purposes of:</p> <ul style="list-style-type: none">• Planning and evaluating the effectiveness of nutrition and health education;• Needs assessment as part of regional and statewide planning processes;• Evaluation of and technical assistance for local agencies;• Receipt and resolution of client complaint, problems and grievances; and• Improving forms used in clinics, clinic flow and customer service. |
